

Fig. 1

**ENTITIES** 

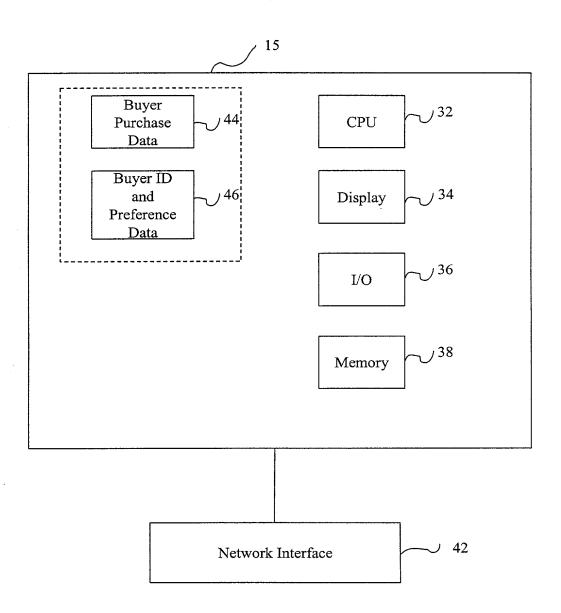
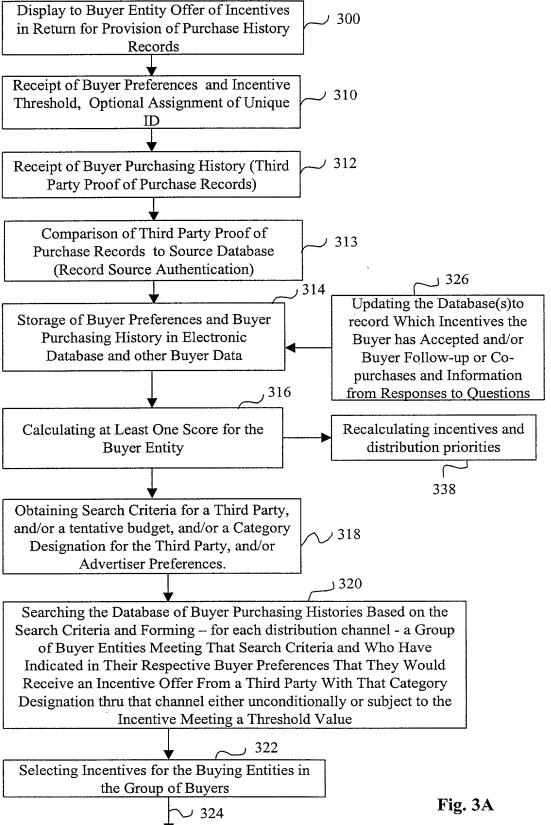


Fig. 2

# Title: BUYER-DRIVEN TARGETING OF PURCHASING ENTITIES Inventor(s): Mark LANDESMANN DOCKET NO.: 084561-0108 Entity Offer of Incentives



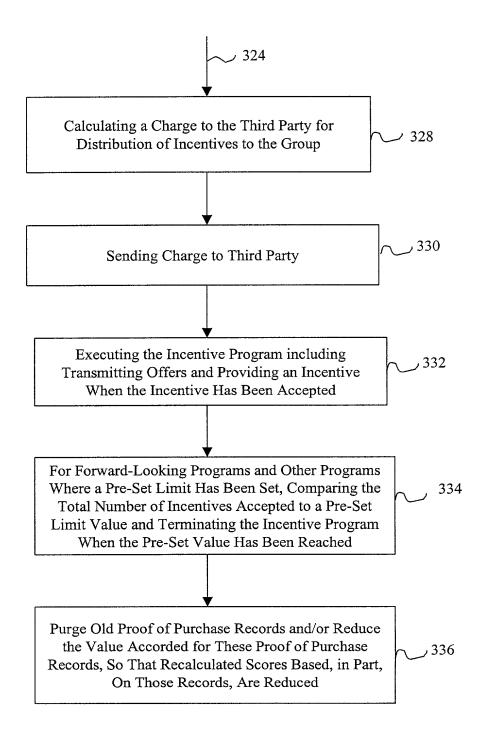


Fig. 3B

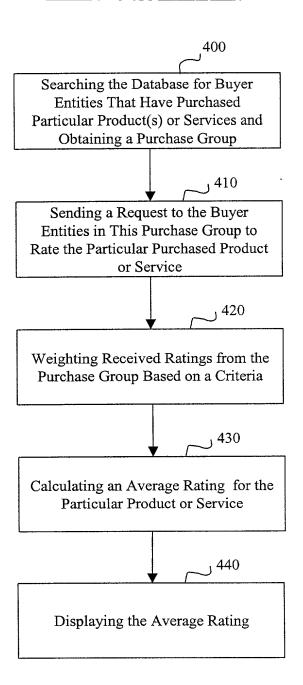


Fig. 4

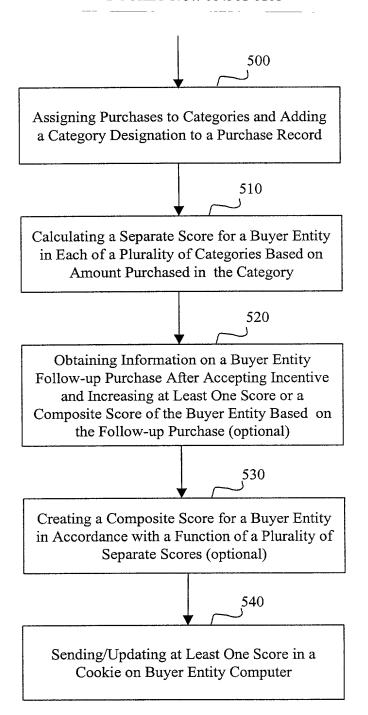


Fig. 5

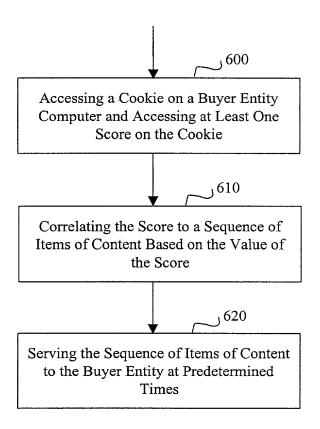


Fig. 6

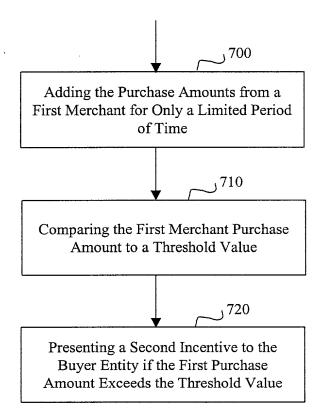


Fig. 7

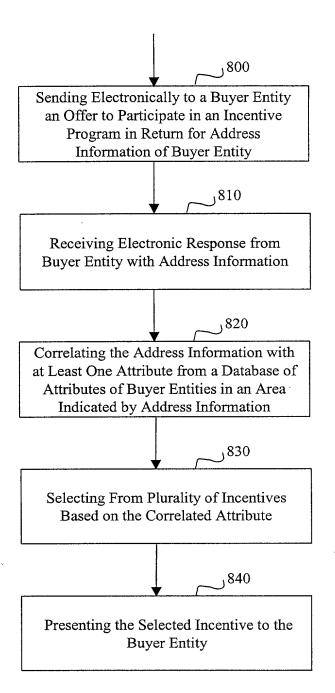
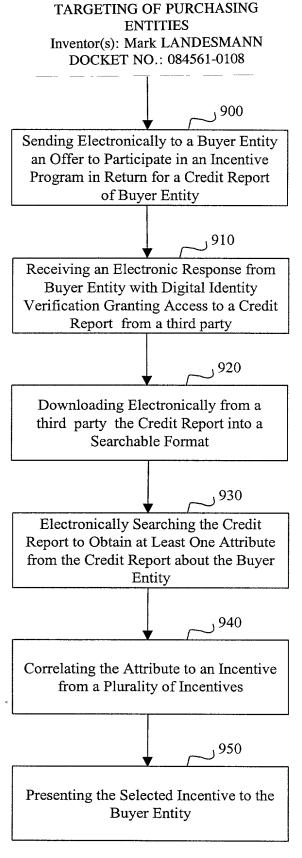


Fig. 8



Title: BUYER-DRIVEN

Fig. 9

#### TARGETING OF PURCHASING **ENTITIES** Inventor(s): Mark LANDESMANN DOCKET NO.: 084561-0108 1000 Sending Electronically to a Buyer Entity an Offer to Participate in an Incentive Program in Return for Access to Purchasing Information of the Buyer Entity Held by at Least Two Merchants 1010 Receiving an Electronic Response from the Buyer Entity with a Digital Identity Verification Granting Access to the Purchase Information of the Merchants 1020 Downloading Electronically the Purchase Information from the Merchants 1030 Electronically Searching the Purchase Information to Obtain at Least One Attribute from the Purchase Information about the Buyer Entity 1040 Correlating the Attribute to an Incentive from a Plurality of Incentives 1050 Presenting the Selected Incentive to the Buyer

Title: BUYER-DRIVEN

Fig. 10

Entity

#### **ENTITIES** Inventor(s): Mark LANDESMANN DOCKET NO.: 084561-0108 1100 Sending Electronically to a Buyer Entity an Offer to Participate in an Incentive Program in Return for Unverified Purchase Information Pertaining to the Buyer Entity and Access to Verification Information Held by Merchants 1110 Receiving an Electronic Response With Unverified Purchase Information and a Digital Identity Verification Granting Access to Buyer Entity Purchase Verification Information Held by Merchants 1120 Making a Comparison of the Unverified Purchase Information from the Buyer Entity and the Verification Information from the Merchants to Verify that the Unverified Purchase Information is Accurate Purchase Information 1130 Electronically Searching the Accurate Purchase Information to Obtain at Least One Attribute About the **Buyer Entity** 1140 Correlating the Attribute to an Incentive from a Plurality of Incentives 1150

Title: BUYER-DRIVEN TARGETING OF PURCHASING

Fig. 11

Presenting the Selected Incentive to the Buyer Entity

Title: BUYER-DRIVEN
TARGETING OF PURCHASING
ENTITIES
Inventor(s): Mark LANDESMANN

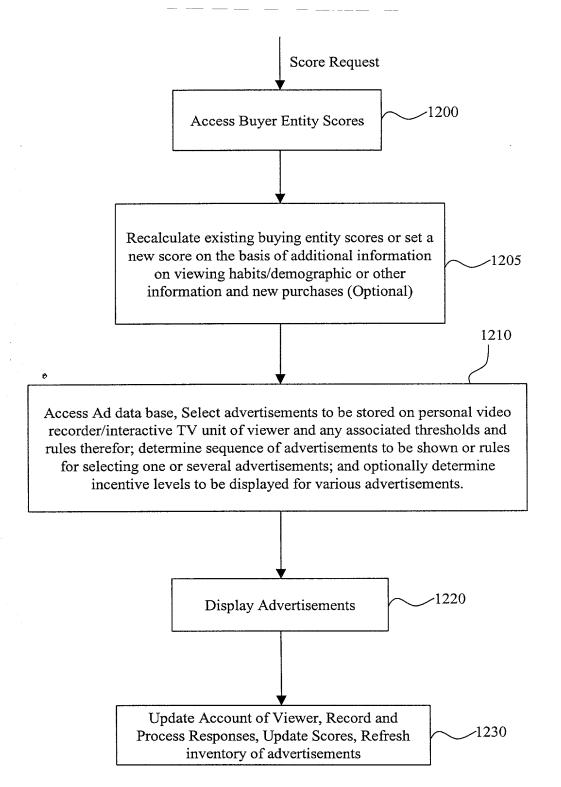


Fig. 12